

April 17, 1997

TO: D. L. Wilmesher J. W. Best R. M. Sanders P. J. Cundari
R. F. Kane W. F. Tucker B. J. Simkins S. R. Karambelas
M. A. Young R. L. Rissler R. C. Farmer T. M. Renehan
J. R. Loftin, Jr. D. C. Turner E. R. Haisch, Jr. R. D. Garrison
W. J. Roth S. B. Driskell R. P. Dotson D. B. Riser
P. E. Schmidt G. A. Young
L. T. Poole

FROM: Scott Rhodes

RE: DORAL May POS Changeover

*To Famy & Steve,
Pass around
As Info.
Bill*

As you know, the May POS changeover on Doral will introduce new creative into the marketplace that is simpler, higher quality and more impactful than our previous creative. This new look is part of a wider effort that includes a new advertising campaign which will first appear this month. The Brand wanted to give you a preview of this new campaign. Therefore, attached are copies of the ads and that will be included in its introduction. And, in case you haven't yet seen Doral's new retail look, we have also included an example of the new POS creative.

Doral's new campaign maintains the strengths of the Brand's previous advertising by continuing to use real Doral smokers and makers in the ads, building ads around tangible reasons why smokers should consider smoking Doral and adopting an honest, straightforward tone in the language we use. At the same time, the new campaign will:

- Increase the visibility, impact and overall quality of Doral's advertising.
- Deliver a broader variety of real, tangible reasons why smokers should choose Doral.
- Provide more in-depth explanation of these tangible smoker benefits.
- Incorporate more of the emotional aspects of Doral's "Cares More" positioning.

Doral is very interested in your reactions to this new creative. So, please give us a call with any comments, questions or observations. In the meantime, we continue to appreciate your support and effort in maintaining the Brand's growth in the marketplace. Please let us know what else we can do to help you in that task.


Scott Rhodes
Sr. Marketing Manager-Doral

c: G. C. Pennell
C. M. Davis

51861 5745